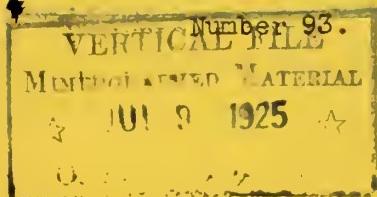


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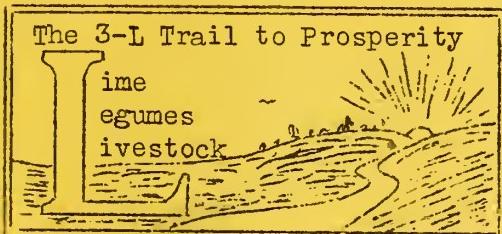
June 6, 1925.

EXTENSION SERVICE
OFFICE OF COOPERATIVE EXTENSION WORK, WASHINGTON, D. C.

THIS LOOKS GOOD

THE 3-L TRAIL TO PROSPERITY

Prepared by O. S. Fisher



During the past season this poster and slogan were successfully used in a lime, legume, and livestock tour in southeastern Kansas by the Extension Division of the College of Agriculture. Four weeks prior to the tour, intensive advertising was carried on through newspapers, secretaries of commercial clubs, agricultural committees, and local farm organizations in nine counties.

Committees were appointed to handle every phase of local arrangements, such as arranging for the use of local bands, developing floats, arranging for bargain days and the closing of business houses at noon on the day of the meeting, putting up road markers about two weeks previous to the meetings, planning for window placards for banks and business houses, and preparing local exhibit material.

The following slogans played an important part in all advertising: "Follow the 3-L trail to prosperity," "You can usually judge a farmer by the legumes he grows," "Poor crops mean a poor living," and "For the soil's sake, grow more soys."

The program consisted of a parade at noon, a basket dinner, 30 minutes of community singing, speaking, including discussion on the growing of legumes, utilization of legumes by dairy cattle, and legumes in livestock production. Two home-economics speakers conducted meetings for women. The parade centered around an exhibit requiring three trucks. This exhibit was furnished by the college and extension service.

In arousing interest in legumes and better livestock feeding, the tour was a decided success. The total attendance at 9 meetings was 15,000; the lowest attendance, 650; and the highest, 3,500.

Distribution to directors, county agent supervisors, county agents, agronomy and livestock specialists in the Eastern, Central, and Western States, and to agronomy and livestock specialists in the Southern States.

